

Thunderbird nineteen 69





New opening for Bird lovers. New 3-Door, 5-Door Birds for 69.

Now, the Bird gives you the sky. Through a new push-button Electric Sunroof. Your window to the sun, moon and stars. Open, the heavens are yours. Fresh air, too. All without wind noise. Closed, the Sunroof door fits flush with the roof, sealing out rain and cold. The Sunroof option is another better idea from Thunderbird . . . one more reason why the Bird outdistances the field. Even before, the competition was two doors behind.

Why be earthbound? Thunderbird Four-Door Landau.

Soar away on the wings of luxury. In the distinguished new Thunderbird Four-Door Landau, one of three great new Birds for '69. Wide center-opening doors ease your way into the stunning interior, roomiest of any Bird. And the distinctive roofline, marked by a stylish vinyl roof and shimmering "S" bars, adds a traditional note of grace and elegance.

Fine things have happened to all the Birds this year. Like a hot 429-cu. in. 4V Thunder Jet V-8 that flies the Bird with impressive authority. And concealed headlights set in a sparkling new grille with all the fine-honed delicacy of filigree jewelry.

Inside, the Bird of Paradise. Seats come full-width bench or optional buckets for the front. Take your pick. Available in soft, smooth vinyl, or deluxe Brougham interior in cloth or leather and vinyl trims. You decide.

Then there are the standard convenience features that make flying the Bird so memorable. SelectShift lets you shift manually or fully automatically. Power steering. Power front disc brakes. AM radio. And much more. Make this your year to fly the Bird. The view for '69 is high, wide... and heavenly.



Nothing beats the simple things in life. Like falling in love. And flying the Bird.



Step into the world of Thunderbird. Made for lovers of luxury. Opulent and spacious. With generous seating room for six adults in the magnificent Four-Door Landau interior shown here with optional Brougham Cloth Trim (also available in 2-door models). Sumptuous materials, exquisite taste, expert handcrafting are all combined to create an environment of classic beauty and refinement. But the eye is only one sense to be pleased. Run your hand over the rich fabrics. Luxurious tufted 100% nylon, treated with a new Scotchgard® process for lasting protection against soiling. Drawing

room refinements in all Birds include full 100% nylon cut-pile carpeting, teak-toned appliques on doors, instrument panel, and panel knobs, pull-down arm rests both front and rear, and courtesy lights on roof quarter panels. Extra touches ease your flight. Tilt-Away Steering Wheel moves aside for easier entry and exit, adjusts to nine different driving positions. Highway Pilot Control lets you set your cruising speed with fingertip-ease. These are just a few of the features that make piloting the Bird a first class experience in luxury flying. Pick yourself a Bird... and take off for adventure. © TM 3M Co.



Spread your wings and lift off. In the dramatic new Two-Door Landau. Sleek, lean, graceful. An American beauty like no other. With a smart new roofline that reflects its classic chateaux in the elegant vinyl roof and brilliant "S" bars... and preserves the traditional privacy of rear-seat passengers. A new lower silhouette accents the Bird's poised-for-flight lines. And new rocker panels and wheel covers emphasize Thunderbird's beautiful sportiness.

Behind the wheel, Thunderbird is a beauty, too. So easy to pilot, so effortless in flight. Performance is everything you'd expect from the rousing 429 cu. in. 4V Thunder Jet V-8. Powerful and responsive. Shifting is automatic or manual. SelectShift gives you the best of both worlds. Ride is traditionally Thunderbird. Unmatched in its velvety smoothness. Power steering makes handling effortless. And power front disc brakes, designed to give you smoother, easier stops with precision control. If you've never flown before, 1968 is your year to soar. Ride above the routine. Fly away in a bird.

For the lift of your life. Thunderbird Two-Door Landau.



You're old enough to drive. Now learn how to fly. Thunderbird Two-Door Hardtop.

Made to spice up your life. The dazzling new Two-Door Hardtop. Sweet Bird of youth. Calling you to adventure. Lower and sleeker for '69, emphasizing more than ever Thunderbird's sweeping jet-like profile. With a new lowered suspension that increases stability, improves handling. New separate tall lamps with sequential turn signals finish off the rear in handsome style.

Inside, a host of better ideas makes flying the Bird a study in comfort and luxury. Testable ideas like full-width front seat, plush covered rear seats, pleated vinyl trim, luxurious appointments. Comforting ideas like Power Ventilation. It changes the air inside the car several times a minute... with the windows closed. You can add options like SelectAire Conditioner to keep you cool in summer, warm in winter. And Automatic Climate Control. You set the temperature just once... and forget it. An AM/FM Stereo Radio that brightens the atmosphere with realistic, concert hall sound. This is the Bird to warm your spirit. Fly now... and leave the commonplace behind.

Wonderbird '69.

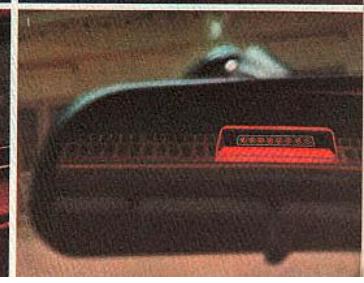
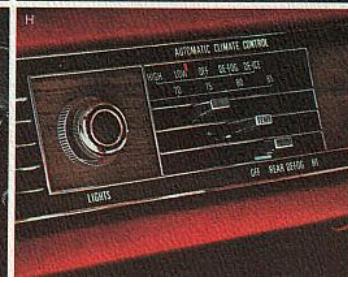
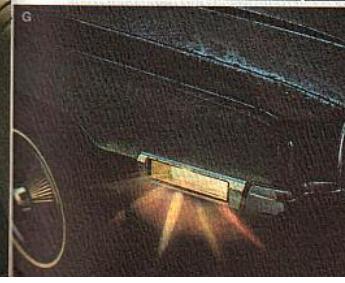
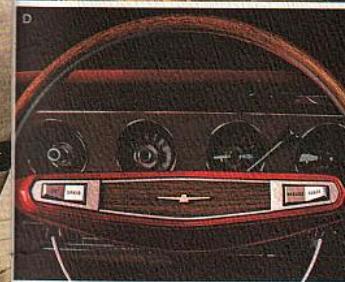
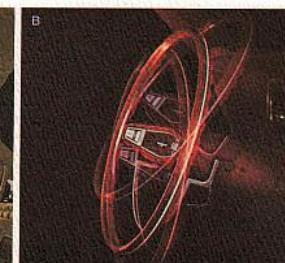
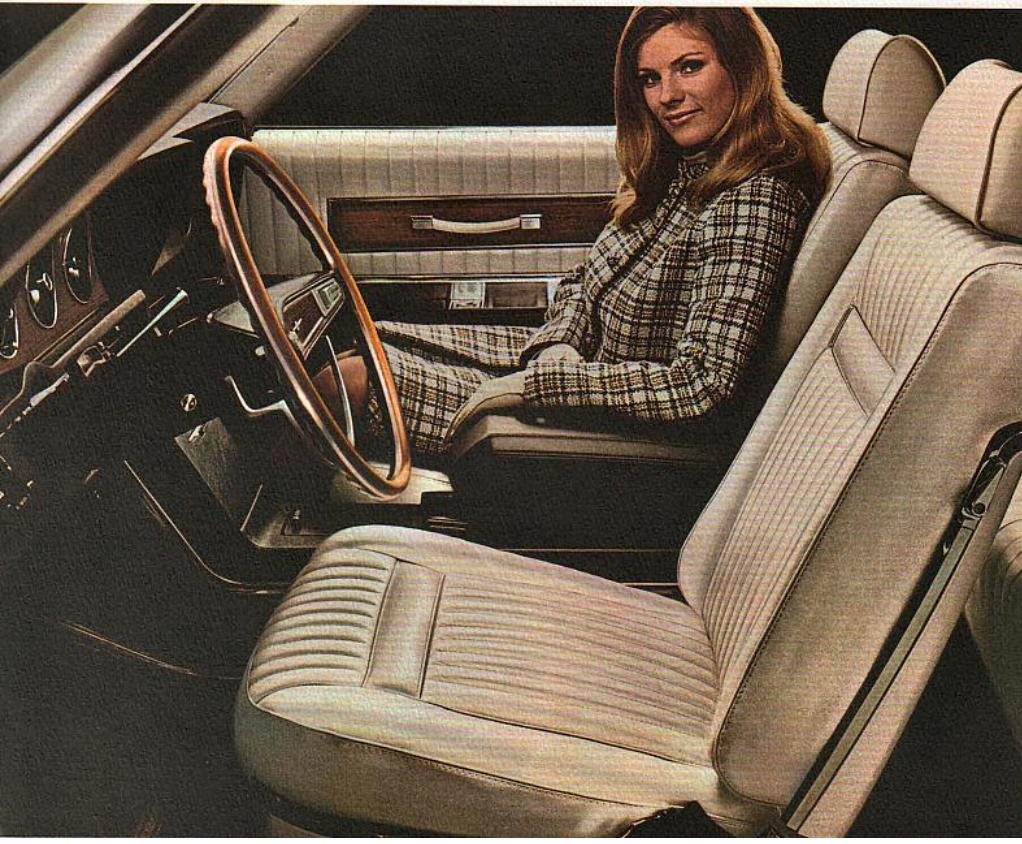
Better idea options in comfort and convenience.

Take command. Order your Bird to fly with a flight captain's authority. Enthroned in your luxurious Flight Bucket Seat. Seats are individually adjustable and deep-foam padded for comfort. The Brougham Leather Trim (shown) combines top-grain leather and vinyl in a handsome interior that glows with warmth and richness. With Flight Bucket Seats, you get the Flight Command Console. Use it as a center arm rest... or as a handy storage compartment. Up front, another compartment is just the thing for storing tape cartridges for your Stereo-Sonic Tape System. Cartridges play up to 70 minutes of your favorite music in full-bodied stereo.

Other Thunderbird options to make flying more exhilarating include: A. Electric Sunroof for Landau models. Opens wide to let in sun, stars, and air. Closes flush with roof to seal out weather. B. Tilt-Away Steering Wheel adjusts up and down to your favorite position for comfortable driving, moves aside when door is opened for easy exit or entry. C. Reclining Passenger Seat (full-width or bucket) with adjustable head restraint lets you stretch out and relax—even nap—while traveling. D. Highway Pilot Control lets you set your cruising speed with push-button ease. Coast or resume speed when you wish. E. Convenience Check Group has indicator

lights to remind you to fasten seat belts, and warn you if a door is ajar or fuel is low. A light and buzzer let you know when headlights are on after ignition is turned off. Also included in the group are Power Door Locks. F. AM/FM Stereo Radio surrounds you with high fidelity sound. Five push buttons can be preset for instant selection of five AM and five FM stations. G. Cornering Side Lights mounted on front fenders light up your way around dark corners. H. Automatic Climate Control with SelectAire Conditioner. Select the temperature you prefer. Temperature remains constant the year around... automatically. I. Rear Lamp Monitor, shown in rearview

mirror, tells you if all tail lamps are functioning. If a bulb is burned out, the monitor pinpoints its exact location. Other better idea options to consider that will add to your flying pleasure: For your comfort... 6-way power front seat (driver's or full width). Dual rear seat radio speakers. For your convenience... Power radio antenna. Power trunk-deck lid release. Power windows. Electric Defrost rear window. Rear window defogger. Tinted glass. For better appearance or performance... Deluxe wheel covers. Limited-slip differential. Heavy-duty suspension. Red band sidewall tires. Fiberglass belted tires. Deluxe seat belts and shoulder belts.



Better ideas are a part of Thunderbird's heritage. Here are some of the luxury features found on every Bird®—features that make Thunderbird unmatched in style, comfort, and performance.

A. Dual headlamps are concealed behind new retractable doors that open automatically in event of vacuum system failure.

B. New tail lamps feature

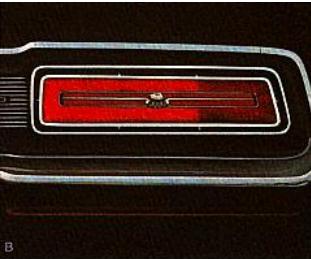
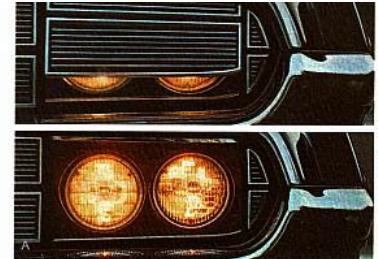
Thunderbird's distinctive sequential turn signals. A roping pattern of light points turns the turning direction. C. Power Ventilation draws in fresh air, eliminates stale air...with the windows up.

D. Standard interiors feature full-width seats covered in pleated vinyl. Handsome two-toned appliques accent the elegant interior appointments.

E. Each of the three Thunderbird models is distinguished by its own unique exterior: Two-Door Hardtop (top); Two-Door Landau (center); Four-Door Landau (bottom).

F. SelectShift transmission works two ways. Lets you shift through the gears manually, or go fully automatic.

G. Thunder Jet 429 cu. in. 4V V-8 (360 hp) files the Bird with smooth assurance, commanding performance.

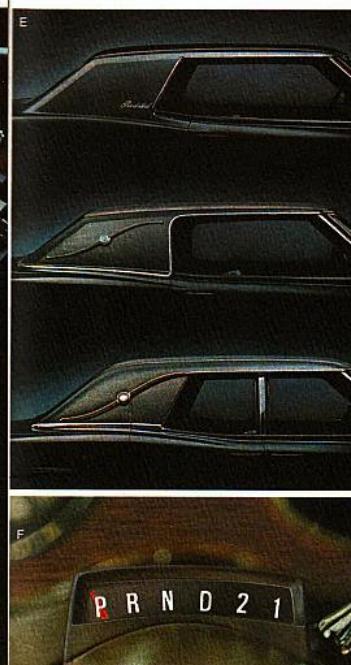


Better ideas like these spoil Bird lovers for anything less.



Plus These Other Standard Equipment Features:

- Unpene Side Glass
- Reversible Keys, "Keyless"
- Locking • Lighted Ignition Switch
- Power Steering • AM Radio
- Electric Clock • MagicAire Heater-Defroster • Suspended Accelerator Pedal • Lockable Lighted Glove Box • Mac Light • Instrument Panel Courtesy Light • Alligator-Grain Vinyl Roof (Landau models)
- Sliding Quarter Windows (Two-Door Hardtop) • Interior Rear Courtesy Lights • Power Front Disc Brakes • Drum-Type Rear Brakes
- Lined and Lighted Trunk
- Underbody Sounddamping in Key Areas
- Full Wheel Covers



P R N D 2 1

Ford Motor Company Lifeguard Design Safety Features

Ever since there have been roads on the American Road, the safety of the people who drive and ride in them has been a primary concern of thousands of people at Ford Motor Company. During millions of miles on the test track, engineers have spent thousands of hours in the laboratory. Some of the latest results of their work are seen in the Ford Motor Company Lifeguard Design Safety Features listed below.

Lifeguard Design Safety Features help reduce the likelihood of injury in case of an accident, but you also accept the responsibility of protecting all—yourself and an accident. By observing traffic laws at all times and developing alert, defensive driving habits, you can best protect yourself and your family against unsafe conditions on the road.

Every 1969 Thunderbird includes Dual Headlamps • Side-Mounted Turn Signal Light • Glass-Reduced Instrument Panel Padding • Windshield Wiper Arms, Steering Wheel Hub, Horn Ring, Rearview Mirror/Mirror Mounting and Windshield Pillars • Energy-Absorbing Steering Column and Steering Wheel • Energy-Absorbing Front and Rear Side-Door Handles • Front and Rear Latch Belts with Front Outboard Retractors • Turn Indicators with Lane-Changing Signal Feature • Inside Day/Night, Yield Away Rearview Mirror • Energy-Absorbing Front and Rear Panel with padded side panels • Sun Visor • Tachometer • Variable Speed Windshield Wiper • Windshield Washers • Double-Thick Laminate Safety Glass • Windshield • Double-Yield Safety Door Latches and Safety Hinges • 4-way Emergency Flasher • Back-Up Lights • 8 Side-Market Lights or Reversing Lamp • Emergency Front Seat Back Toss • Headrest Padding • Belt-Locking Folding Front Seat Backs • Shoulder Belts for Outboard Front Seat Passengers • Safety-Designed Coat Hooks • Safety-Door • Windshield Retractor • Headrest • Safety-Designed Radio Control Knobs and Push Buttons • Outside Rearview Mirror, Driver's Side • Safety Rim Wheels and Load-Rated Tires • Corrosion-Resistant Brake Lines • Uniform Transmission Shift Quadrant • Safety-Designed Front and Rear Structure • Three-Point Safety Belts

Clothes and Upholstery—Brilliant, rich Super Diamond Lustre Enamel in 20 exterior colors (all models). Color-keyed upholstery selections. Full-Width Front Seat standard; Bucket Front Seat all-vinyl. Cloth and Brougham optional. Trim in heavy-duty vinyl and vinyl or leather-like vinyl. Trim available in up to 6 color choices. Engine—429 cu. in. Thunder Jet V-8 with 360 hp; 4.36" bore x 3.59" stroke; 10.5:1 comp. ratio; 4-barrel carburetor; automatic choke; premium "Tecumseh" carburetor system.

SelectShift Transmissions: you drive fully automatic or shift manually through the gears. Three forward gears, one reverse, with quadrant sequence P-R-D-2-1.

Rear-Mounted Semi-Holistic Type with dual-effect hydraulic gears. Standard on all models. Frame—Perimeter design consisting of front end assembly, rear end assembly, and four torque box assemblies connected by formed center sidebars. The frame is ladder-type construction with five reinforced crossmembers. Node-point body mounting at 14 computer-designed positions results in super noise and vibration suppression characteristics.

Front Suspension—Wide 62" tread, Drag-drift, ball-joint type, rubber-bushed stabilizer.

Rear Suspension—Wide 62" tread, three-link coil spring system with long and short members, coil spring arrangement. Lateral track bar, center axle. All links and track bar rubber-bushed.

Steering—Integral design power steering.

Tilt-Away Wheel optional. Overall ratio 21.8 to 1, turning diameter 42 ft.

Brakes—Self-adjusting power brakes. Front: four-wheel disc brakes.

Rear: drum-shoe type brakes, drum cross-ribbed and flared.

Total swept area 373 sq. in.

Wheels and Tires—True-Center wheels are precision-machined hubs. Tires built to rigid Thunderbird specifications: 8.00 x 15 or 8.45 x 15, depending on availability.



Dimensions and Capacities—Length 206.9" (two-door), 200.4" (four-door); width 77.3"; height 52.3" (two-door), 53.4" (four-door); wheelbase 115" (two-door), 117" (four-door); front (front/rear) 62"; trunk luggage volume (cu. ft.) 12.5; fuel 24.1 gal.; oil 5 qt. with filter change; cooling system, front header 18.9 qt.

Thunderbird Maintenance

New Thunderbirds are designed to go 6,000 miles (or 6 months) between oil changes and minor lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lubes. Other '69 Thunderbird service-savers

include: front and rear coil springs, self-adjusting brakes, front and rear disc brakes, shielded alternator, rust- and corrosion-resistant aluminum mufflers and galvanized underbody parts. The '69 Thunderbird needs so little service it's just good sense to see that it gets the best—at your Ford Dealer's. His factory-trained mechanics and special tools add up to the greatest service combination available for your Thunderbird.

Needing Your Thunderbird repaired? Equipment is factory-engineered and approved parts such as the dependable Autolite Sta-Fud battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

While the information herein herein was correct when prepared for printing, it is subject to change at any time. Specifications or descriptions are subject to change or modification at any time without notice or obligation. Some features shown or described are optional at extra cost.

THUNDERBIRD 

